

EXHIBITOR PROSPECTUS

22nd Annual Southwest Nephrology Conference
9th Annual Cardiorenal Metabolic Conference



NATIONAL KIDNEY
FOUNDATION®

of Arizona



CARDIO RENAL
SOCIETY OF AMERICA

MARCH 17-18, 2022

“Value-Based Care for Today & Tomorrow” | Featuring Cardio Renal University
Scottsdale, AZ | We-Ko-Pa Resort & Conference Center

CME accredited by:

YOUR eSOURCE
Continuing education for life

ABOUT SWNC & CRMC

The National Kidney Foundation of Arizona and the Cardio Renal Society of America invite you to exhibit this spring at the *Southwest Nephrology Conference & Cardio Renal Metabolic Conference*. Traditionally held in Phoenix, Arizona, this year's conference is planned to be back in-person.

Attended by an average of 300 professionals, the annual conferences offer forward-thinking sessions for **Physicians, Advanced Practitioner and Intensivists in Nephrology, Transplantation, Cardiology, Endocrinology and Critical Care, Nurses, Nutritionists, Social Workers and Allied Health Professionals**.

WHY EXHIBIT?

We are committed to ensuring that the medical community has access to the latest devices and resources to best serve patients. Here are just a few reasons why your company should partner with the SWNC & CRMC Conferences.

AUDIENCE

Interact with national and regional professionals in cardiology, nephrology, endocrinology and primary care.

OPPORTUNITY

Your company will have the opportunity to give product demonstrations, conduct market research or even provide a short presentation during an exhibitor spotlight (spotlight not included).

VISIBILITY

Build exposure for your products and services. Exhibitor hall placement near plenary hall and breakout rooms provides more visibility for your brand, product and services. Attendees will be able to see and demo any product right there.

SIMPLE NETWORKING OPPORTUNITIES

This meeting makes networking more accessible with built-in exhibitor hall attendee breaks, raffle prize games that drive traffic to booths, and opportunities for direct conversation while on site.

EFFECTIVE LEAD GENERATION

Speak face-to-face with attendees. You will know exactly who you're speaking with, and how best to follow up with them.

PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR | \$30,000

EXCLUSIVE

- Premium Exhibit Space
- Exhibitor Spotlight slot (1) during session break
- Logo & Title Sponsor Recognition on conference website
- Title sponsor acknowledgement on all print and electronic materials and promotions
- Inside front cover of the Conference Program
- Logo hyperlinked on www.swnephrologyconference.org and www.cardiorenalsociety.org to website
- Company collateral in conference bags (up to 3 pieces)
- Welcome letter in Conference Program
- Full email list of attendees after conference completion
- Branded Conference Bags
- Four (4) complimentary CME registrations

KEYNOTE SYMPOSIUM | \$25,000

- Thursday night symposium dinner presentation-exclusive branding
- No competing programming during event
- Premium exhibit space
- Company logo & message on hotel happenings TV channel
- Full page ad in Conference Program
- Company logo on Conference Sponsor page
- Company material (up to 3 pieces) in conference bag
- Three (3) complimentary CME registrations
- Option to host symposium as branded event or CME-qualifying event (CME cost not included)

INDUSTRY SPONSORED SYMPOSIA | \$15,000

- One hour promotional meal – breakfast or lunch, Thursday or Friday. Non-CME only.
- 45 minute speaker slot
- Exclusive branding for plenary-style meal with listing & logo in Program agenda
- 1/2 page ad in Conference Program
- Company logo on Conference sponsor page
- Company collateral (up to 2 pieces) in conference bag
- Three (3) complimentary CME registrations

PARTNERSHIP OPPORTUNITIES

GOLD LEVEL | \$10,000

- Premium Exhibit Space & exhibitor spotlight slot (1)
- Full email list of attendees after conference completion
- Half page ad in Conference program
- Company logo on conference sponsor page
- Dedicated eblast to pre-registered attendees
- Three (3) complimentary CME registrations

SILVER LEVEL | \$5,000

Package includes exhibit booth (standard), 1/4 page ad in Conference Program, dedicated eblast, company logo on Conference sponsor page, company collateral material (1 piece) in conference bag and two (2) complimentary CME registrations.

MEET THE FACULTY RECEPTION | \$5,000

A great way to network with attendees and faculty! Exclusive branding for Saturday reception. Acknowledgement on Conference Program agenda. 1/4 page ad in Conference Program. Company logo on Conference sponsor page. Two (2) complimentary CME registrations. Dedicated E-blast to Attendees.

EXHIBITOR SPOTLIGHT SESSION | \$2,000

15-minute dedicated spotlight promoted during attendee break, with an all-attendee announcement driving traffic to your booth. Exclusive – no competing programs. Company logo on conference sponsor page in Program. Company acknowledgement in Program agenda.
This opportunity is only available in conjunction with a booth presence.

PARTNERSHIP OPPORTUNITIES

DEDICATED E-BLAST TO ATTENDEES | \$1,500

Sent on behalf of the conference to registered attendees pre- or post-event.

BRANDED CONFERENCE BAGS | \$5,000

Company logo on the conference bags provided to all attendees. Exclusive branding. Company collateral (up to 2 pieces) included in bag. Company logo included on Conference sponsor page.

BRANDED NAME BADGES | \$1,200

A great way to network with attendees and faculty! Exclusive branding for Saturday reception. Acknowledgement on Conference Program agenda. 1/4 page ad in Conference Program. Company logo on Conference sponsor page. Two (2) complimentary CME registrations.

OTHER UNIQUE OPPORTUNITIES

Branded Conference Wi-fi NEW!	Company acknowledgement in Conference Program & Signage	\$3,000
Branded Guestroom Key Cards NEW!	Company logo predominately placed on key cards for guest rooms. Fully customizable - work with hotel.	\$2,000
Refresh & Network	Exclusive branding & signage on refreshment stations. Company logo on conference sponsor page in Program. Company acknowledgement in Program agenda. Upgrades available for additional charge.	AM \$2000 PM \$3500

Exhibitor Levels



Exhibit Booth Options

Top priority booth placement in Exhibit Hall

Booth size

Dedicated e-blast to registered attendees

Listing in 2022 Conference Program

Logo on Conference Program Sponsor page

Non-CME/CEU badges per booth

Conference Attendee Passes, including CME credits*

Pipe and drape, 1 skirted table, 2 chairs

Quarter (1/4) page ad in Conference Program

Access to Exhibitor Lounge

Premium	Standard
\$4,000	\$2,750
✓	n/a
10' x 10'	6' x 8'
✓	n/a
✓	✓
✓	n/a
2	2
1	n/a
✓	✓
✓	n/a
✓	✓

Exhibit space is assigned based on a priority placement system which factors in past exhibitor participation and sponsorship level. Spaces will be available on a first-come, first-served basis. Start your path to preferential space allocation by securing your spot TODAY!

Breakfast refreshments 7:30 -9AM and 2 box lunches provided in Exhibitor Lounge. Electricity available for an additional charge– please coordinate during initial registration. **Additional passes available for \$250 each. A Nonprofit rate is available for Standard booths at \$750.00.*

Important Dates & Deadlines



MONDAY, OCTOBER 4, 2021

- Exhibit Hall booth placement is open on a priority basis
- Special Early Bird **10%** discount on booth rental if confirmed and paid in full by **October 29, 2021**.

THURSDAY, FEBRUARY 3, 2022

- **Final payments deadline.** All new Exhibitor applications submitted after this date must be accompanied by payment in full.
- Last day to cancel exhibit space or downsize booth. Cancellation will incur a 50% penalty. After this date all cancellations or downsizes are subject to a 100% fee.

TUESDAY, FEBRUARY 16, 2022

Special group rate for reservations at We-Ko-Pa closes.

WEDNESDAY, FEBRUARY 17, 2022

All Conference Program artwork, sponsor logos AND eblast artwork must be submitted by EOD.

WEDNESDAY, MARCH 16, 2022

Booth build-out begins. Setup: Wednesday 9 AM to 4 PM & Thursday 5:30 AM to 7 AM. Booths must be fully assembled no later than 7 AM Thursday.

FRIDAY, MARCH 18, 2022

Exhibitor booth breakdown may begin NO earlier than 4 PM Friday.

CONFERENCE DAYS AND EXHIBITION HOURS:

THURSDAY, MARCH 17, 2022 — 8:00AM-4PM

FRIDAY, MARCH 18, 2022 — 8:00AM-4PM

Exhibitors are expected to have their booths staffed throughout both conference days, as attendees can visit the booths at any time, or during their breaks. There will be dedicated breaks/Exhibitor Hall time in the agenda.



Hotel & Transportation

MEETING LOCATION

The We-Ko-Pa Resort & Conference Center is located in the East Valley of Phoenix, only 25 minutes from Phoenix Sky Harbor International Airport. Developed adjacent to the Fort McDowell Mountains, the location offers close proximity to hiking trails, golf courses, adventure activities in addition to its many resort amenities and multiple dining options.

We-Ko-Pa Resort & Conference Center
10438 N Fort McDowell Rd
Scottsdale, AZ 85264

RESERVATIONS

For hotel reservations, reserve online at:

<https://reservations.travelclick.com/96432?groupID=2548555>

— this link goes directly to our conference reservations page;
or call We-Ko-Pa Resort & Conference Center at
(480) 789-5302 or toll-free at (844) 493-5672 — reference
group SWNCRMC. The group rate is \$209 per night, plus tax.
Special rate is valid through **February 16, 2022**. Check-In:
4:00pm & Check-Out: 12:00pm (Noon).

Group Amenities for Resort Guests

Special amenities have been negotiated for the Southwest Nephrology Resort guests. These include: complimentary valet & self- parking, complimentary high speed wireless internet in guest rooms and public areas, ten percent (10%) off standard pricing group exclusive at Amethyst Spa and exclusive tee-time discounts for Resort guests at We-Ko-Pa Golf Club.

**REGISTER
TODAY!**

Secure Your Sponsorship Package Today!

When you find the option that makes the most sense for your organization's goals for the event, you can register by contacting us at:

conference@azkidney.org | 877.587.1357

or visit the official event site, at: **www.swnephrologyconference.org**

KEY CONTACTS:

DIRECTOR OF OPERATIONS; CONFERENCE DIRECTOR

Kristin Schwartz

Phone: (602) 845-7903

Fax: (602) 845-7966

E-mail: kschwartz@cardiorenalsociety.org

2022 SWNC & CRSA Exhibitor Sponsorship Registration

To register by fax, complete form and fax to 602-845-7966. To register by mail, send to National Kidney Foundation of Arizona or Cardio Renal Society of America, 360 E. Coronado Rd. #180, Phoenix, AZ 85004. Please make check payable to National Kidney Foundation of Arizona. Tax ID# 866052343 or Cardio Renal Society of America TID# 86-0790859

Company _____

Contact Last Name _____

Contact First Name _____

Street Address _____

City _____

State _____

Zip _____

Work Phone _____

Cell Phone _____

FAX _____

Email Address (Required) _____

How did you hear about the conference? _____

Names of Booth Staff, Maximum 2 (Required prior to event for name badges). _____

SPONSORSHIP OPPORTUNITIES

Title Sponsor	\$30,000	<input type="checkbox"/>
Keynote Symposium	\$25,000	<input type="checkbox"/>
Gold Level Sponsorship	\$10,000	<input type="checkbox"/>
Silver Level Sponsorship	\$5,000	<input type="checkbox"/>
Meet the Faculty Networking Hour	\$5,000	<input type="checkbox"/>
A La Carte Item _____	\$ _____	<input type="checkbox"/>
Total	\$ _____	

EXHIBIT TABLES

Premium Exhibit*	\$4,000	<input type="checkbox"/>
Standard Exhibit*	\$2,750	<input type="checkbox"/>
Non-Profit Rate*	\$750	<input type="checkbox"/>
Dedicated E-blast	\$1500	<input type="checkbox"/>
Exhibitor Spotlight Session	\$2,000	<input type="checkbox"/>

*10% Early Bird Discount applied if paid in full by October 29, 2021

CONDITIONS

Exhibits: May not interfere with the activity presentation. Exhibit placement must not be a condition of the support.

Commercial Activities: No promotional materials may be displayed in the same room immediately before, during, or immediately after an educational activity.

Commercial Representatives: May attend the activity but no promotional behavior is permitted in the same room.

All other support: (e.g. distributing brochures, preparing slides) must have full knowledge and approval of the National Kidney Foundation of Arizona, Cardio Renal Society of America and Synaptiv. No additional funds from the COMMERCIAL SUPPORTER will be paid to the activity director, faculty, or others involved. There will be no direct commercial support of physicians in attendance.

Payment Information for Exhibits & Sponsorships

PAYMENT AMEX VISA MC DISCOVER CHECK TOTAL _____

CARD HOLDER _____

CARD NUMBER _____ SECURITY CODE: _____

EXPIRATION DATE _____ SIGNATURE _____